

DOCKET FILE COPY ORIGINAL

RECEIVED

MAR 20 1997

March 11, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Ann Blanche Smith School PTA in Hillsdale, NJ to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Kathy Scordato
Hillsdale, New Jersey

No. of Copies rec'd
List ABCDE

0

March 1997

DOCKET FILE COPY ORIGINAL

RECEIVED

MAR 20 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Westdale PTA, Inc. to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for children. Parents want to make those choices themselves based on content information about the program. A rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

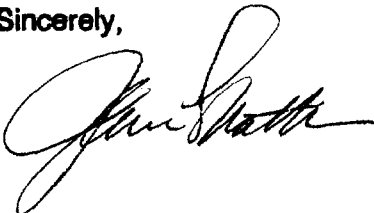
That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



No. of Copies rec'd
List ABCDE

0



CALVERT HALL COLLEGE

8102 LA SALLE ROAD ■ BALTIMORE, MARYLAND 21286-8022 ■ (410) 825-4266 ■ FAX (410) 825-6826

March 7, 1997

The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M St. NW, Room 814
Washington, D.C. 20054

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt:

As a high school educator, I write in support of meaningful discounts on telecommunications services for schools and libraries so that every school child and life-long learner can have access to the world of information technology. The Telecommunications Act - through its Universal Service Fund provisions mandates the development of special discount rates for all schools and libraries so that they can secure services at affordable prices.

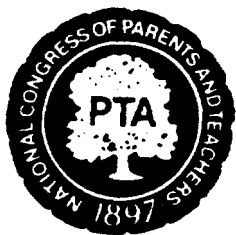
There is no doubt that advanced telecommunications services are important to improving learning, sparking the imagination and leveling the playing field for all of our nation's people. Affordable access to technology in all classrooms and libraries will assure that our children and life-long learners can connect with the technology they would need to compete in today's and tomorrow's workforce. Advanced telecommunications services in the classroom will also create informed and skilled consumers of new technology well into the 21st century.

Last November, the Federal-State Joint Board on Universal Service sent to the Federal Communications Commission (FCC) a set of recommendations for implementing the Universal Service Fund provisions related to schools and libraries. These recommendations would give our learning institutions significant discounts on all services that are commercially available, with deeper discounts for those schools and libraries least able to pay and more expensive to service. All schools would get discounts on connections to classrooms and Internet connectivity, both of which are essential to providing the most advanced learning opportunities to the greatest number of students.

I urge your support for the Joint Board's recommendations. Taken as a whole, they will provide affordable discounts for a full range of services, and give schools and libraries flexibility in choosing the services needed to meet each community's diverse needs. Most importantly, these provisions, if adopted by the FCC, will make advanced technology for learning available to all Americans.

Sincerely,

cc: Senator John McCain, Chairman, Senate Committee on Commerce, Science and Transportation



Washington Elementary School Parent-Teacher Association

735 Washington Road, Mt. Lebanon, Pennsylvania 15228

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

March 11, 1997

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

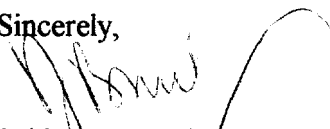
I am writing on behalf of the National PTA and the Washington School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents;
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Sakina F. Brunk
President, Washington School PTA

Recipient of the Pennsylvania Advocates for Children Award

CS 97-55

March 11, 1997

Mr. Reed Hunt and Fellow Commissioners
Federal Communications Commission
1919 M St. N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Commissioners,

As a parent, an advocate for children and families for many years, and a past president of the Iowa PTA, I am writing regarding TV rating for families. I am opposed to the rating system proposed by Mr. Valenti's organization and now in use. The rating symbol on the screen does not do it. I cannot imagine the industry alone coming up by themselves with a satisfactory rating system. Any group establishing a rating system should include parents, teachers of young and teen children, and child psychologists.

In my opinion the Commission should accept no rating system which does not include content information about programs, such as violence, sexual depiction and nudity, and profanity.

Any rating system should be evaluated by independent research to determine whether it is suitable for children and youth.

Sincerely,



Rev. George Krumrey
3407 Kinsey
Des Moines, IA 50317

Highland PTA

3935 Highland Ave.
Downers Grove, Illinois 60515

Phone 630-719-5835

Fax 555-9876

March 07, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that I can make decisions about what is appropriate TV programming for my children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC should accept no rating system that does not include content information about programs such a V(for violence), S (for sexual depiction and nudity) and L (for language). The rating board should be independent of the industry and the FCC and it should include parents. The rating system approved by the FCC should be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Cindy Peiffer, Highland PTA President

March 14, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the Pioneer Elementary PTA in Ogden, Utah and as a concerned parent of school-age children to express opposition to the television rating system proposed to the FCC by Jack Valenti and the Television Rating Implementation Group.

Their rating system is age-based, categorizing programs for children without consideration of the content material. We, as parents, need to have as much information as possible at our disposal to make decisions for our children regarding what they see and are exposed to via the media. Parents have the responsibility to determine what is appropriate or not based on their family culture. It is unacceptable for the media executives and the television industry to make these kinds of decisions for us. I would like to see a rating system implemented that would provide viewers with descriptive information, such as, level of violence, language, and sex. This information should be easily understood and displayed frequently throughout the program.

Thank you for your consideration of this important step toward providing more protection for America's children.

Sincerely,



Deborah Miles
1110 Connecticut Ave.
Harrisville, UT 84404

Agua Mansa Council PTA

Organized April 9, 1986

Esperanza Luna, President

(909) 825-0642

March 15, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M St., NW, Rm. 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners

We are writing on behalf of the National PTA and the Agua Mansa Council PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Esperanza H. Luna
ESPERANZA (HOPE) LUNA
President

Mary L. Chavez

MARY L. CHAVEZ
Incoming President

March 13, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W. Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Westbrook Elementary PTA, West Milford, NJ to voice by opposition to the v-chip rating system as presented by Jack Valenti. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate for our children to watch.

The FCC should not approve the industry's rating system and I believe that the system should contain information about programs such as V for violence, S for sexual depiction and L for language.

Thank you for your time.

Sincerely,

E. Mariani
West Milford, NJ

DOCKET FILE COPY ORIGINAL

March 15, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Texas PTA District 1 PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

*That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity) and L(for language);

*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

*That the rating board be independent of the industry and the FCC and that it include parents; &

*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Lynn Partridge
Harlingen, Texas

Susan R. Hudec

9588 Hoose Road
Mentor, OH 44060

DOCKET FILE COPY ORIGINAL

March 13, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as proposed and implemented by the TV Rating Implementation Group. The rating symbol should represent the content of the program so that parents can monitor programming and its suitability to their child(ren).

Appropriate program choices for each child is a relative decision that should be made by the parents of a child rather than what others deem appropriate for a particular age group. The currently proposed system based upon an age rating is useless.

I believe that the FCC should not approve the age-based rating system. A content-based system is the only reasonable option.

Thank you for the opportunity to comment on this most important issue.

Sincerely,



Susan R. Hudec

23 Mary Avenue
White Plains, NY 10605
March 4, 1997

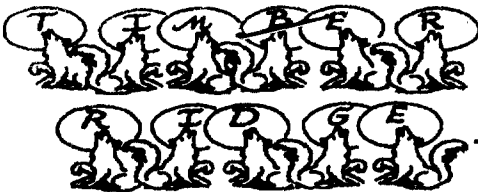
Chairman Reed Hunt & FCC Commissioners
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hunt & Commissioners:

I write to ask your opposition to the proposed V-chip rating system that is based upon what parents tell us is an ineffective moderating system. As a PTA leader who works with parents at the grade level, they are hesitant in seeking a rating system that is program content based.

Additionally, parents question the ability of an industry developed rating system with no input from parents, pediatricians, teachers or guidance counselors inputs. They complain the current ICON is too small & is on the screen for such a brief instant. Parents feel and the National PTA believe parents are capable of selecting programs for their child/children when they "know what a program is about." They believe when given information their ability to select will be exponentially empowered. Please help us respond to the needs of children through parent & family involvement. Thank you.

Sincerely,
Susan L. Richmanitz



5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

PTA

March 14, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Denise Upton



ARUNDEL PTA
200 ARUNDEL ROAD SAN CARLOS, CA 94070

March 14, 1997

Chairman Reed Hunt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hunt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Arundel PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe the system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

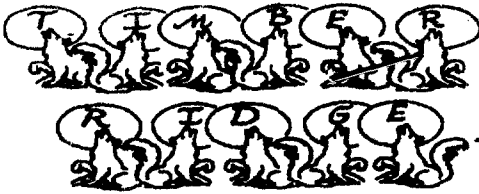
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Terri Bode

Terri Bode

President, Arundel PTA



5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

PTA

March 14, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

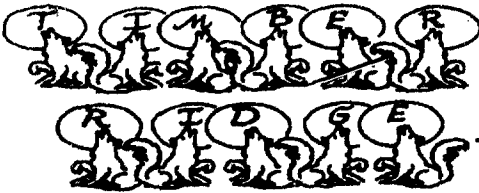
- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Jenni Hulse
1850 Bishop's Green Dr.
Marietta, GA 30062





5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

PTA

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

DOCKET FILE COPY ORIGINAL

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Linda McDonald Lindley
152 Cross Gate Dr.
Marietta, GA 30068



SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

DOCKET FILE COPY ORIGINAL

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Sherman School (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name
Town, State

Mr and Mrs. Steven Meritt
Roselle Park, N.J.
07068

OS 97-55

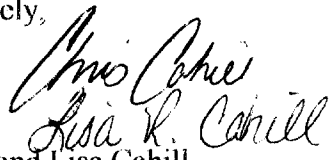
COMMITTEE ON TELEVISION

Dear Chairman Hundt and Commissioners:

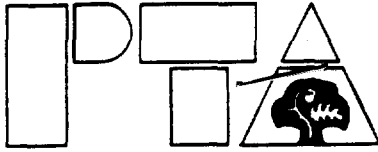
We are writing on behalf of the National and Local PTA to voice our opposition to the age-based ratings system. We feel that the rating symbol on the TV screen does not provide sufficient content information so that we as parents can make the decisions about what is appropriate TV programming for our children. We do not want someone else interpreting what they think is right for our children when our opinions may be much different, we want to make the choice for ourselves. Therefore, the current ratings system is useless for us.

We support the recommendations made by the National PTA in reference to a new, more useful ratings system. Please consider this, as this is an important issue to children and families.

Sincerely,

Handwritten signatures of Chris and Lisa Cahill. The signature for Chris is written above the signature for Lisa.

Chris and Lisa Cahill
Dalton, GA



MANOR HILL SCHOOL PTA
1464 South Main Street • Lombard, Illinois 60148

DOCKET FILE COPY ORIGINAL

March 17, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC97-34

I am writing on behalf of the National PTA and the Manor Hill PTA in Lombard, Ill., to voice our members' opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on our TV screens does not provide sufficient content information so that we, as parents, can decide what is appropriate for our children to watch.

We strongly agree with the results of major surveys released in the fall which showed that parents don't want the TV industry to interpret what is best for their children. We want to make those choices ourselves, based on content information about the program. Furthermore, the ratings should be published in advance of a program's airing in periodicals that carry TV schedules.

By law, the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do NOT believe this system does so. We ask the FCC NOT to approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's current rating system. The FCC should accept a rating system only if it includes information about the content and frequency of violence (V), sexual depiction and nudity (S) and adult language (L).

- * The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system.

- * The rating icon on the TV screen should be made larger, more prominently placed on the screen and appear more frequently during the course of a program.

- * The rating board should be independent of the industry and the FCC, and it should include parents.

- * Any rating system approved by the FCC should be evaluated by an independent research source to determine if it meets the needs of parents.

Though we can and often do turn off the TV in our homes, it remains by far the most pervasive influence on America's children with the potential for enormous impact on society. Thank you for this opportunity to comment on an issue of utmost importance to our children and families.

Sincerely,

Jane Michaels

Jane Michaels
Manor Hill PTA President
Lombard, Illinois

March 17, 1997

PO Box 281
Cambridge WI 53523

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners,

On Wednesday, March 12, 1997, the Cambridge Wisconsin PTA voted to join the National PTA in its opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. Cambridge PTA parents do not want an age-based rating system that does not give content information that will assist parents in making choices about programs their children watch. Major surveys released this fall show that the majority of parents in this country share this opinion.

By law, the FCC must determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe it does, and ask that the FCC not approved the industry age-based rating system. We do request the following:

1. The FCC should not approve the industry's rating system under any circumstances. The FCC should not accept a rating system that does not include content information about programs.
2. The FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.
3. The rating symbol appear more frequently during a program, be placed in a more prominent position on the screen, and be made larger.
4. The rating board include parents and be independent of the FCC and the industry.
5. That a rating system approved by the FCC be evaluated by independent research to determine parent approval.

Thank you.

Yours Truly,


Cambridge Wisconsin PTA
Debra M. Davidson

CS 97-55

15 March 1997

Edward Paul Petcavage
8 Viles St.
Weston, MA 02193-1731

Federal Communications Commission
1919 M St. NW
Washington, DC 20554

MAR 20 1997

RECEIVED

DOCKET FILE COPY ORIGINAL

Dear FCC:

The present age-based TV rating system as proposed and put into place by the TV industry is grossly inadequate for parents like myself and my wife. I want a content-based system so that I can judge what is and isn't in the best interests of my two kids...not what TV producer thinks my kids can handle or are ready for.

I, as a responsible parent, will still be involved in what my 11 and 15 yr. old will watch and what should be zapped. I am hopeful that the FCC will force the TV industry to come up with a more useful system rating the is more helpful to parents. We are looking for clarity not censorship here. More flexibility is called for, not dragging of feet with a tiny rating flashed in the corner of a screen for a few seconds before anyone can catch it.

I am not that excited about a V-chip system with little options....but unfortunately the TV industry needs the stick and carrot treatment before they can see that some changes must be made in the present system.

I will be looking for some more information on the programs that come before the eyes of our children.

Thanks for your attention to this matter.

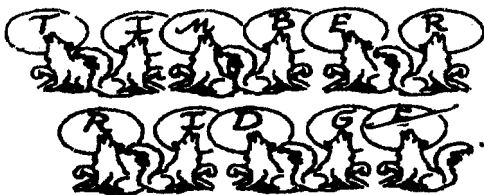
Sincerely,

Edward Paul Petcavage

cc: Congressman Ed Markey
Senator Ted Kennedy
Senator John Kerry

No. of Copies rec'd
List ABCDE

1



PTA

March 14, 1997

5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Kathleen B. Blum





PTA

DOCKET FILE COPY ORIGINAL

5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

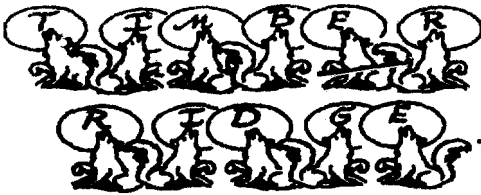
- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Barbara Kelley





PTA

March 14, 1997

5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

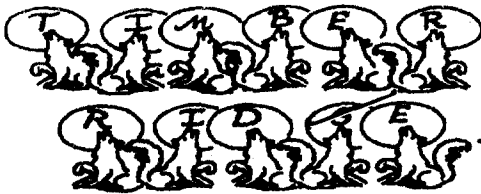
- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Judy Williams





5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

PTA

March 14, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
 - The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
 - The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
 - The rating board be independent of the industry and the FCC and that it include parents; and
 - Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.
- *Commercials for other programs should be the same rating as the one*
Thank you for this opportunity to comment on an issue so important to children and families. *watching.*

Sincerely,

Leri Jordan / Timber Ridge parent

